

## ORDER



Orders	Order / Rev:	707273	WUSA	
	Alt Order #:	06283377		
	Product Desc:	RNC		
	Estimate:	3038		
	Flight Dates:	08/18/12 - 08/24/12	Primary AE:	Aaron Ashe
	Original Date / Rev:	09/23/12 / 09/23/12	Sales Office:	T-WAS
	Order Type:	Political	Sales Region:	NAT

Agency	Name:	National Media, Inc/ POL	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		815 Slaters Lane	Agency Commission:	15%
		Alexandria, VA 22314		

Advertiser	Name:	RNC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	IS-Candidate/Presidential	Advertiser External ID:	
	Priority:	P-1	Agency External ID:	
	Revenue Codes:	AGY, GEN, POL		

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/24/12	80	\$148,750.00	\$126,437.50	August 2012	80	\$148,750.00	\$126,437.50	0.00
					Totals	80	\$148,750.00	\$126,437.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Aaron Ashe	Start Of Order - End Of Order	100%
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/18/12	08/18/12	8-10a Sa CBS This Morning	CM	8-10AM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				CBS This Morning: Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1	\$300.00			0.00					
2	WUSA	08/19/12	08/19/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$3,000.00			0.00					
3	WUSA	08/19/12	08/19/12	9 News @ 630p Sun	CM	630-7P	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				9 News @ 630PM Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$1,000.00			0.00					
4	WUSA	08/18/12	08/18/12	Sat Prime B	CM	9-10P	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
				Crimestime Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2	\$3,000.00			0.00					
5	WUSA	08/18/12	08/18/12	Sat Prime C	CM	10-11P	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
				48 Hours Mystery											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2	\$3,500.00			0.00					
6	WUSA	08/19/12	08/19/12	Sun Prime C	CM	9-10P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
				The Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$7,000.00			0.00					

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Advertiser: RNC  
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
7	WUSA	08/19/12	08/19/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-----S		1			\$5,000.00		0.00					
8	WUSA	08/18/12	08/18/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-----S-		1			\$600.00		0.00					
9	WUSA	08/19/12	08/19/12	PGA Golf PGA Golf	CM	Sa/Su 12-7P (3:00 PM-6:00 PM)	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-----S		2			\$2,500.00		0.00					
10	WUSA	08/20/12	08/24/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a				MTWTF--	:30	6	\$600.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		6			\$600.00		0.00					
11	WUSA	08/20/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a				MTWTF--	:30	10	\$350.00	P-2	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		10			\$350.00		0.00					
12	WUSA	08/20/12	08/24/12	9 News @ Noon 9 News @ Noon	CM	12-1230P				MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		5			\$1,200.00		0.00					
13	WUSA	08/20/12	08/24/12	4-5p Dr. Phil	CM	4-5p				MTWTF--	:30	5	\$800.00	P-2	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		5			\$800.00		0.00					
14	WUSA	08/20/12	08/24/12	9 News @ 5p 9 News @ 5p	CM	5-6p				MTWTF--	:30	5	\$800.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		5			\$800.00		0.00					
15	WUSA	08/20/12	08/24/12	9 News @ 6p 9 News @ 6p	CM	6-630p				MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		5			\$1,200.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	6	WUSA	08/23/12-08/23/12	6-7a 9 News @ 6a		6-7a				---	Th-----	:30	\$0.00	0.00	NM	
		<u>Bonus</u>														
16	WUSA	08/20/12	08/24/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p				MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		5			\$1,200.00		0.00					
17	WUSA	08/20/12	08/24/12	Entertainment Tonight Entertainment Tonight	CM	730-8P				MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	MTWTF--		5			\$2,500.00		0.00					
18	WUSA	08/21/12	08/21/12	Tue Prime B NCIS: Los Angeles	CM	9-10P				-T-----	:30	1	\$8,500.00	P-2	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	-T-----		1			\$8,500.00		0.00					
19	WUSA	08/22/12	08/22/12	Wed Prime B Criminal Minds	CM	9-10P				--W----	:30	1	\$8,000.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--W----		1			\$8,000.00		0.00					
20	WUSA	08/22/12	08/22/12	Wed Prime C CSI	CM	10-11P				--W----	:30	2	\$6,500.00	P-1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--W----		2			\$6,500.00		0.00					

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21	WUSA	08/24/12	08/24/12	NFL Pre-Season Football	CM		Pre-Season Football	--F--	:30	2	\$8,000.00	P-2	0.00	NM		2	\$16,000.00	
NFL Pre-Season Football (8:00 PM-11:30 PM)																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/20/12	08/26/12	--F--			2	\$8,000.00		0.00								
22	WUSA	08/20/12	08/24/12	9 News @ 11p	CM		M-Su	11-1135p	MTWTF--	:30	5	\$2,750.00	P-2	0.00	NM		5	\$13,750.00
9 News @ 11p																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/20/12	08/26/12	MTWTF--			5	\$2,750.00		0.00								
23	WUSA	08/20/12	08/24/12	Letterman	CM		1135P-1237A		MTWTF--	:30	10	\$900.00	P-2	0.00	NM		10	\$9,000.00
Late Night with David Letterman																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/20/12	08/26/12	MTWTF--			10	\$900.00		0.00								
															Totals		80 \$148,750.00	